

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the Application of:

**Steven Rizzi et al.**

Serial No.: 09/876,173

Filed: June 8, 2001

For: System and Method of Providing  
Advertising on the Internet

Atty. Docket No.: 000479.00023

Group Art Unit: 3688

Examiner: Janvier, Jean D.

Confirmation No.: 5726

**AMENDMENT UNDER 37 CFR 41.33(b)(1)**

U.S. Patent and Trademark Office  
Customer Service Window  
Randolph Building  
401 Dulany Street  
Alexandria, VA 22314

Sir:

In response to the non-final Office Action mailed on August 8, 2008, and concurrent with the filing of an Appeal Brief, Applicants respond as follows:

**Amendments to the Claims** are included in the **Listing of Claims**, which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 8 of this paper.